

# Executive MBA Program

- [For additional program information see the Zicklin School website](#)

The Executive MBA Program, offered by the Zicklin School of Business, is designed to provide mid- to upper-level managers with knowledge and understanding of cutting-edge theories and the necessary analytical skills to apply them to successfully operate in today's intensely competitive markets while coping with highly complex and fast-changing technologies. The program is also suitable for entrepreneurs seeking to manage the expansion and growth of their enterprises.

The most distinctive characteristic of the program is its integrated focus on strategy. It prepares students to develop and implement appropriate strategies that:

- assess the intensity of competition in their chosen markets, identify specific markets or consumer needs that the company is uniquely suited to serve, and mobilize the company's resources (physical and intangible) to meet its strategic objectives. The operational goal is the creation of strategic fit between external competitive environment, a firm's chosen strategy, and the resources available to the firm in implementing that strategy;
- build competitive intensity in students through emphasis on entrepreneurship and calculated risk-taking in the marketplace;
- develop a solid understanding and applied knowledge of functional aspects of business (e.g., finance, accounting, operations management, marketing, and human resource management) to enable the student to utilize these resources efficiently and intelligently and to direct their use toward implementation of a firm's competitive strategy;
- develop leadership skills that equip managers to guide and motivate workers and professional staff and build successful team efforts that are at the core of a smooth and efficiently running organization; and
- sensitize managers to the need for creating a nurturing and supportive corporate culture one that fosters a high level of ethical business conduct with regard to its internal and external constituencies.

The full-time program is designed for cohort groups of working executives. Classes are held once a week (primarily on Saturday with some Fridays) over six trimesters, each of thirteen weeks, during a period of two academic years. Students complete 20 courses (or 57 credits) over the six trimesters and an international study tour. Provisions are made for refresher workshops and tutorials preparatory to the start of the program.

The Executive MBA is offered in a modular format that focuses on different types of decisions and the context in which these decisions are made. The modules examine business organizations at different stages of their growth and development. The themes of these modules are:

- The Entrepreneurial Enterprise
- Growing the Mid-Cap Enterprise
- Transforming the Enterprise
- Strategy Formulation at the Enterprise Level
- Management of the Large Corporation

An integral part of the program is a one-week international study tour that students are required to participate in during the second year of their program. Accommodations, international transportation, and most meals during the study tour are included in the cost of the program.

Curriculum First Year (Course sequence is subject to change without prior notice)	
<a href="#">ACC 9110</a>	Financial Accounting
<a href="#">ACC 9115</a>	Managerial Accounting
<a href="#">CIS 9000</a>	Information Systems for Managers
<a href="#">ECO 9708</a>	Microeconomics for Managers
<a href="#">ECO 9709</a>	Macroeconomics
<a href="#">STA 9708</a>	Applied Statistical Analysis for Business Decisions
<a href="#">MGT 9300</a>	Management: A Behavioral Approach

<a href="#">MGT 9700</a>	Introduction to Operations Management
<a href="#">MKT 9703</a>	Marketing Management
<a href="#">FIN 9770</a>	Financial Decision Making
<a href="#">MGT 9320</a>	Organization Design and Behavior
<b>Second Year</b> (Course sequence and advanced courses are subject to change without prior notice)	
<a href="#">BUS 9100</a>	The Societal and Governmental Environment of Business
<a href="#">BUS 9600</a>	Current Topics in Business
<a href="#">FIN 9786</a>	International Financial Markets
<a href="#">ACC 9806</a>	Financial Statement Analysis and Reporting
<a href="#">MKT 9750</a>	Marketing Strategy
<a href="#">FIN 9781</a>	Managerial Finance
<a href="#">MGT 9610</a>	Dynamics of Competition, Industry Structure, and Corporate Strategy
<a href="#">MGT 9860</a>	Entrepreneurial Strategy and Cases
<a href="#">BUS 9200</a>	Business Policy

### Admission

Applicants should address inquiries to:  
 Administrative Director, Executive Programs, Zicklin School of Business  
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 New York, NY 10010-5585  
 or call (646) 312-3100, fax (646) 312-3101  
 or e-mail [exp prog.bus@baruch.cuny.edu](mailto:exp prog.bus@baruch.cuny.edu)